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?ds

Set	Items	Description
S1	666	AUDIO AND VISUAL AND ADVERTIS? AND (POS OR (POINT (4W) SAL-E))
S2	93	S1 AND SENSOR
S3	77	RD S2 (unique items)

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07572846 SUPPLIER NUMBER: 15850351 (THIS IS THE FULL TEXT)  
**Sights and sounds fill the aisles. (supermarket electronic marketing)**  
Grocery Marketing, v60, n10, p12(4)  
Oct, 1994  
ISSN: 0888-0360 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT  
WORD COUNT: 1728 LINE COUNT: 00144

TEXT:

Entering many supermarkets today is somewhat akin to entering an electronics store. Soft music fills the background, TV sets broadcast images of popular products, electronic shelf tags display 2-for-1 specials and machines dispense everything from cents-off coupons and recipe ideas to community event information and airline tickets.

Increasingly, supermarket retailers are turning to in-store uses of \*audio\*, video and satellite to exploit point-of-purchase sales. And indeed they should, considering the study by POPAI/Dupont that found two-thirds of consumers make their buying decisions at the point-of-purchase.

In addition, the concept of electronic marketing, which gained strong interest in the early 1990s but has since faded, is slowly being revived because of retailers' increasing emphasis on individualized marketing.

Bart Mallio, an industry analyst for Venture Development Corp., a consulting firm that releases yearly reports on changes in technology, suggested the "regrouping" of electronic marketing will allow retailers the ability to influence customer choices at the \*point\*-of-\*sale\*.

Electronic marketing, Mallio explained, includes various technological devices that are used to compile a data base of information on individual customers. Retailers can then use this information to develop individual marketing plans.

The point is, Mallio emphasized, with this data base of customer information "you can essentially market to individuals on a real case-by-case basis," rather than by town or region.

Glen Terbeek, managing partner of the food and packaged goods industry program for Andersen Consulting, suggested the use of electronic marketing is a necessary attempt by grocery retailers to differentiate themselves from the competition.

The supermarket industry is saturated, Terbeek explained. "There are too many stores, too many products, yet the number of consumers is not changing. Electronic marketing is a tool for survival, an attempt to operate in this saturated market."

While he encourages the use of electronic marketing, Terbeek also warned that too many devices in one store can backfire. To date, he said, many of the devices have been self-serving for the retailer and of no advantage to the consumer.

The VideOcart, for example, was an encroachment on the consumer, Terbeek said. "It did nothing for consumers but bombard them with a clutter of ads at the store level."

A better strategy, Terbeek suggested, is to incorporate electronic devices as a service for customers. Electronic marketing should first be used to enhance the shopping experience, he stressed, and second as a tool to help increase sales.

The following is a small sampling of various in-store electronics, including those that are used for electronic marketing.

In-store \*audio\* systems mix music and ads

For the past eight years, the Big Bear grocery retail chain has utilized an instore \*audio\* \*advertising\* system in 70 of its stores. According to Karen Bennett, head of consumer affairs, the system has generated a positive response from customers and vendors.

"Our customers like the music," Bennett said, "and our vendors do repeat \*advertising\* because it's so successful."

The \*audio\* system includes customized prerecorded messages that are sent to retail stores via satellite and played during gaps in the store's background music format. The messages include promotions for national or store brands, in-store specials, specialty departments or greetings from the store manager.

Tom Pelissero, marketing broadcast supervisor at 3M Sound Products, said the system "allows an individual store manager or a chain to personalize messages for a particular store based on specific customer needs."

Big Bear uses different music formats and \*advertising\* messages at different stores, Bennett said. The ads promote both national and store products and Big Bears' service departments.

These TVs aren't for couch potatoes

Another electronic medium that promotes national products and special store features is a program developed by \*Visual\* Motivation Inc., which combines TV monitors and in-store promotions.

Robert Jackson, chairman, president and chief executive officer of \*Visual\* Motivation, calls the program a "'customaker'--a way for retailers to make new customers and retain loyal customers."

The program is now being tested in 30 Rainbow stores, and Jackson expects to expand nationally within the next three months.

The program, in its third year of testing, includes 27-inch TV monitors, which display computer-generated still product shots or shorter versions of manufacturers' original \*advertisements\*. Each store has five or six monitors in different departments.

The product shots are supported by instore promotions, creating what Jackson called a complete "customer marketing package."

Shoppers go interactive at the checkout

A different program goes beyond promotions by also offering financial services and a frequent shopper program, all from a single interactive terminal.

The program, called the Vision Value Network, revolves around a terminal installed at the checkout that dispenses coupons, cents-off discounts and recipes, shows video promotions on a small screen and accepts payment for purchases. Customers are alerted to the promotions by point-of-purchase signage in the store's aisles.

In addition, retailers can obtain demographic and purchase information about shoppers who use the network through membership cards.

According to Cathy Amann, director of marketing communications for Advanced Promotion Technologies Inc., the Vision Value Network was first introduced by the company in 1989. After extensive market testing in stores, including Big Bear, a final version was launched this year.

Bennett of Big Bear said consumers in the approximately 50 stores that offer the network have reacted positively.

"They especially like the rebates and the Vision Value Points," which, she explained, customers accumulate and redeem for merchandise such as cookbooks, jewelry, camping equipment, computers and electronics.

Bennett noted a study conducted by Nielsen that showed items promoted through the Vision Value Network earned a 7 percent increase in sales by category.

Still, she said, the real value of the system is the service it offers for customers.

"This provides our shoppers with an extra incentive to shop," she said. "and it rewards them" for doing so.

A paperless coupon

A similar electronic marketing system is Promosign, a computerized network offered by Comark Technologies Inc. that utilizes shelf-mounted electronic displays to promote product discounts.

The network includes a central computer site, which transmits a promotion to a store; a store-based controller, which applies the promotion at the cash register; and the in-aisle displays, which alert shoppers to cents-off discounts, cross-category promotions or membership specials.

In addition, the network generates reports for retailers regarding brand purchases and promotion results.

A spokesperson for Comark Technologies said the first installation of Promosign is scheduled for mid-September in an Ohio Kroger supermarket. By the end of the year, the company expects to have the network operating in 25 stores.

John Magyar, who is in charge of maintaining the system in the Kroger store, said the biggest advantage of Promosign is "it's cleaner than paper coupons," which also offer product discounts.

The Promosign network, Magyar explained, is a paperless flow of information, which eliminates paper coupon transactions and the costs of

clearinghouses.

Push a button and fly away

Electronics in the form of coupon and document dispensing terminals are also being installed in grocery stores focusing on customer service.

Furr's Supermarkets recently installed "The Savings Spot," an electronic coupon kiosk that dispenses coupons for discounts on 32 products and services at Furr's and other local merchants.

Buz Doyle, president and chief operating officer of Furr's declined to comment on the kiosk; however, in a released statement he said it offered customers a "convenient way...to help them save on their grocery bills."

Another electronic machine, developed by Docunet, a delivery systems company, dispenses financial documents such as airline and Amtrak tickets.

According to Ron Colnett, director of marketing and communications for Docunet, the machines resemble automatic teller machines with a touch screen and insertion slot for credit cards. Shoppers simply insert their card, verify the information on the screen and their ticket is dispensed.

Colnett said the machines are scheduled for installation in the Baltimore area Giant Food stores late this year. Previously, the machines were used only in private corporate sites.

By offering the service in retail grocery stores, Colnett said, "we're now broadening our access for consumers."

In addition to tickets, Colnett said other types of financial documents will be added to the service, such as traveler's checks and social security checks.

"Ultimately, this will be a multi-purpose (document retrieval) center for consumers," Colnett said.

A '24-hour salesman' who works for free

One device that borrows an idea conceived 10 years ago is Sales Appeal, a motion \*sensor\* and recorder that relays messages to approaching customers.

Recently introduced by IDI Electronics, the compact unit attaches to a store shelf, counter or display. As Jonathan Brovitz, president of IDI, explained, the \*sensor\* detects body heat from approaching customers and activates a prerecorded message.

Although the Sales Appeal is not now being used in any retail stores, Brovitz said it generated a lot of interest recently at a consumer electronics show.

He said Sales Appeal can perhaps best be used alongside impulse items.

"This is your 24-hour salesman," Brovitz said. "It provides a last ditch effort to appeal to customers to buy an item."

The recorder also offers a flexible promotion device for retailers, Brovitz added, explaining that messages can easily be changed at any time.

Ultimately, shopping can be fun

Terbeek of Andersen Consulting said the addition of these electronic elements shows that retailers are acknowledging a changing shopping environment.

Consumers today are spending less time in the store, not only because they have less time to shop, he said, but also because "grocery shopping is not a pleasurable experience."

With this attitude, Terbeek continued, "grocery stores must be value-added. They must create a reason for the consumer to go to the store."

Electronic services and especially electronic marketing "provide feedback to help retailers improve the shopping experience," he said.

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SPECIAL FEATURES: illustration; photograph  
INDUSTRY CODES/NAMES: FOOD Food, Beverages and Nutrition; ADV

\*Advertising\*, Marketing and Public Relations

DESCRIPTORS: Supermarkets--Marketing; Electronic marketing--Usage

PRODUCT/INDUSTRY NAMES: 5411000 (Grocery Stores)

SIC CODES: 5411 Grocery stores

FILE SEGMENT: TI File 148

	Search Terms	Total	USPAT	US-PCPUB	EPO	JPO	Derwent
573	((CASH ADJ3 REGISTER) AND ADVERTISING AND BEHAVIOR AND DETECTION AND SENSOR)	20	19	1	0	0	0

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	Search Terms	Total	USPAT	US-PPGPUB	EPO	JPO	Derwent
2015	(( ((POS OR (POINT ADJ4 SALE)) AND SENSOR) AND (DETECT\$ ADJ3 MOVEMENT) ) AND ((@AD < 19971111))	135					

*Same date*

	Search Terms	Total	USPAT	US-PGPUB	EPO	JPO	Derwent
2645	((TARGET\$ ADJ4 ADVERT\$) AND (POS OR (POINT ADJ3 SALE)) ) AND (VIDEO OR DISPLAY))	(60)					

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	Search Terms	Total	USPAT	US-PGPUB	EPO	JPO	Derwent
2646	(( ((TARGET\$ ADJ4 ADVERT\$) AND ((POS OR (POINT ADJ3 SALE)) ) AND (VIDEO OR DISPLAY) ) AND (@AD < 19971111) )	40					

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	Search Terms	Total	USPAT	US-PCPUB	EPO	JPO	Derwent
8	(AUDIO/VISUAL AND MARKETING AND DEVICE AND SYSTEM)	49	45	1	2		1

*Samhall*

	Search Terms	Total	USPAT	US-EGPUB	EPO	JPO	Derwent
570 SALE)	(( (AUDIO/VISUAL OR AUDIO-VISUAL) AND ADVERTISS\$) AND (POINT ADJ4 SALE))	34	30	1	0		3

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